



**FORM PTO-1449**

## INFORMATION DISCLOSURE CITATION

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Applicant:  
Jay S. Walker, et al.

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## U.S. PATENT DOCUMENTS

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## FOREIGN PATENT DOCUMENTS

#### OTHER DOCUMENTS (continued)

	<p>Hensley, H.G., "I'll Take Jarez," <u>Travel Weekly</u>, Vol. 45, page 7, February 1986.</p>
	<p>Gibson, R., et al., "Marketing:Fast-Food Chains Hope Diners Swallow New 'Value' Menu of Higher-Priced Items," <u>The Wall Street Journal</u>, March 13, 1992, page B1.</p>
	<p>Anonymous, "Another Reason to Love Those Afluent Customers," <u>Jewelers' Circular-Keystone</u>, Vol. CLXX, No. 7, page 64, July 1999.</p>

Examiner <u>/Jeff Burke/</u>	Date Considered 07/19/2011
EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP §609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to Applicant.	